



USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/29 thru 05/05.

(prices in dollars per carton)

Fri. Apr 29, 2022

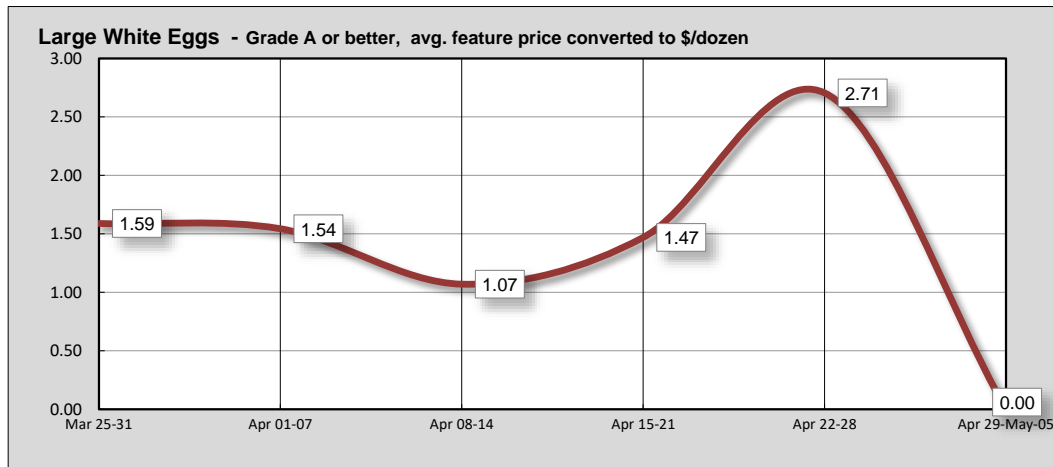
SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		14.4% of 29,200 stores				10.8% of 29,200 stores				35.9% of 29,200 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg		Avg	Stores	Avg		Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack							54	4.99			919	0.93
	White 18 pack	14	4.99									104	2.99
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack							118	1.66	43	0.99	359	0.99
SPECIALTY	White 18 pack											394	1.40
	Brown 12 pack											112	1.99
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	258	3.32	649	4.04	212	4.49	1,278	3.91			4,442	3.57
	OMEGA-3												
	White 12 pack	1,098	2.50	2,276	2.81	138	2.37	236	3.00	746	2.51	1,327	2.56
	Brown 12 pack			61	3.99			61	3.99			330	2.54
	CAGE-FREE												
	White 12 pack			389	2.54								
	Brown 12 pack			738	3.06			1,922	2.74			3,515	2.38
	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack			62	2.99			112	2.99	77	2.99	158	2.49

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	14	172	1,931	Large Eggs on
Specialty	5,531	3,959	10,595	Apr-25-2022
Total (includes MD)	5,545	4,131	12,537	713.7
Special Rate 4/:	0.0%	0.4%	0.9%	up 13.0%

5/ 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Promotions of regular shell eggs are extremely hard to find and are absent in the majority of flyers this week. As a result, the average price of Grade A, or better Large White eggs is zero. Retailers have completely ceased offering consumers "no price" specials this week. Promotions for Extra Large eggs are hard to find. Ads for Medium eggs are following the same pattern as regular Large. Promotional activity for specialty shell egg is higher than a week ago with Omega-3 type egg commanding the bulk of ad space. All other specialty type features are fewer in number. Promotions of liquid egg products are also fewer in number this ad cycle.

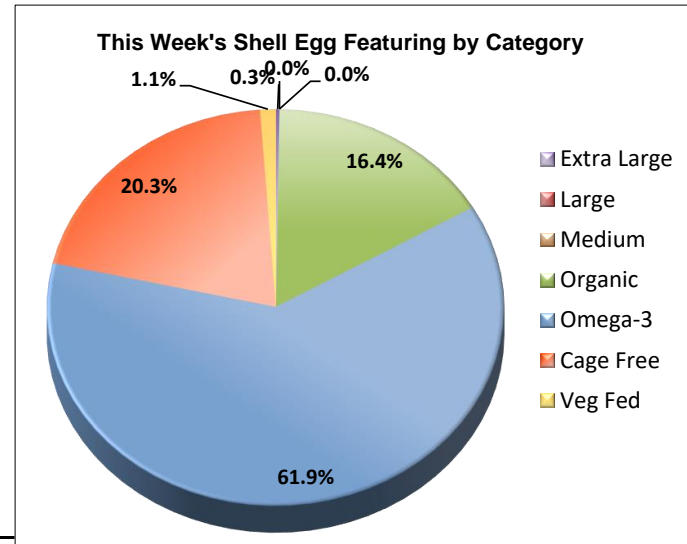


All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: **FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/:** **ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/:** **STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/:** **SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (404) 562-5850 <https://www.ams.usda.gov/market-news/egg-market-news-reports>

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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate ^{1/} Activity Index ^{2/}		30.7% of 5,500 sampled outlets Activity Index = 1,506 (includes Medium)						18.6% of 7,400 sampled outlets Activity Index = 2,764 (includes Medium)						14.3% of 6,100 sampled outlets Activity Index = 1,002 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack																		
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack					
	USDA ORGANIC White 12 pack Brown 12 pack				3.99	229	3.99				3.99	327	3.99	3.32	258	3.32	3.99	45	3.99
	OMEGA-3 White 12 pack Brown 12 pack	2.50	143	2.50	2.50 - 4.29 3.99	650 61	3.33 3.99	2.50	955	2.50	2.50 - 3.00	1,247	2.59				1.99 - 2.99	362	2.65
	CAGE-FREE White 12 pack Brown 12 pack				2.00 - 2.99 2.99 - 3.99	35 326	2.66 3.42				2.00 3.39	218 17	2.00 3.39				2.99 2.49 - 2.99	79 258	2.99 2.76
	VEGETARIAN FED White 12 pack Brown 12 pack				2.99	62	2.99												
		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
Feature Rate ^{1/} Activity Index ^{2/}		2.9% of 4,900 sampled outlets Activity Index = 144 (includes Medium)						3.0% of 3,800 sampled outlets Activity Index = 114 (includes Medium)						1.2% of 1,300 sampled outlets Activity Index = 15 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack							4.99	14	4.99									
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack																		
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack										4.99	33	4.99				3.98	15	3.98
	OMEGA-3 White 12 pack Brown 12 pack				2.50	17	2.50												
	CAGE-FREE White 12 pack Brown 12 pack				2.99 2.50 - 3.29	3 124	2.99 2.78				3.99 2.50	54 13	3.99 2.50						
	VEGETARIAN FED White 12 pack Brown 12 pack																		

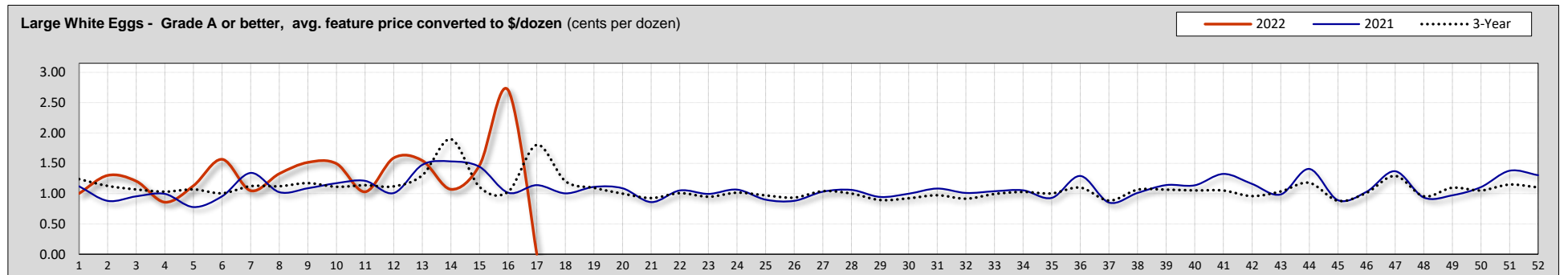
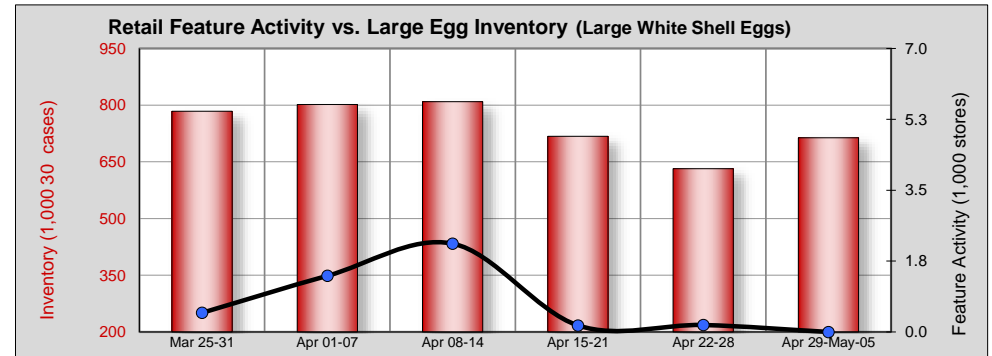
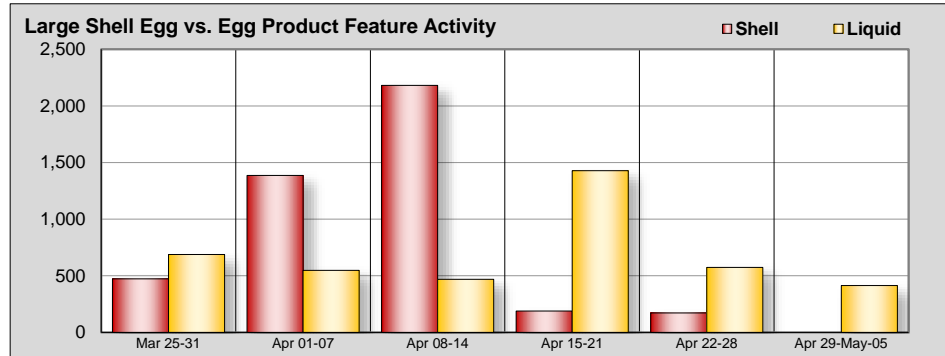
		ALASKA (AK)						HAWAII (HI)					
Feature Rate "		0.0% of 100 sampled outlets						0.0% of 100 sampled outlets					
Activity Index "		Activity Index = 0 (includes Medium)						Activity Index = 0 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC												
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	0.6%	2.1%	2.8%	1.2% of 5,500 sampled	0.0% of 7,400 sampled	1.8% of 6,100 sampled	0.0% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	414	574	824	Activity Index = 87	Activity Index = 218	Activity Index = 109	Activity Index = 0	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn		155 2.69	87 1.96						
32 oz. crtn	414 4.61	419 4.14	737 3.82	4.69 - 4.99 87 4.91	4.69 218 4.69	3.49 - 4.99 109 4.22			
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				0.0% of 100 sampled	0.0% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 0				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn									
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (404) 562-5850 <https://www.ams.usda.gov/market-news/egg-market-news-reports>